

LAND USE:

The generation of traffic on a particular street is closely related to the land use of the adjacent property on that street. Some types of land uses generate more trips than others. Some land uses attract more trips than others. For example, a shopping center generates larger traffic volumes than residential areas. It is important in transportation planning to differentiate between land use types so their present and future distribution throughout the planning area can be used to determine existing and future traffic patterns.

There are several variables used to forecast future land development. Some of them are: anticipated population changes; historical trends in different development types; the availability and effectiveness of legal controls, regulations, and ordinances; the availability of utility and transportation facilities; and major topographic or other environmental features. **Figures 6 & 7** show the existing and anticipated employment and population growth trends for the planning area. (estimates supplied by Rockingham and Hamlet Planning Departments)

ECONOMIC TRENDS:

Rockingham and Hamlet are centrally located near three large cities. Charlotte is seventy-six miles west. Fayetteville is sixty-four miles east. Raleigh is one hundred miles north. The availability of employment and employee purchasing power determine how large an economic base an area can support. In 1990, there was a 5.9% unemployment rate with 22,361 people employed in Richmond County. The purchasing power of a family is related to the income of that family. In 1990, the average family income in Richmond County was \$26,747, in the U.S. \$34,000, and in N.C. \$31,548.

In May through August of 1994, socio-economic data for the planning area was collected by the Rockingham Planning Department and NCDOT. For each business, the number of employees were recorded and checked for accuracy. Employment projections for the design year of 2010 and 2020 were completed by the Rockingham and Hamlet Planning Departments. Tabulated below, are the results of this study.

<u>EMPLOYMENT:</u>	1970	1980	1990	1994	2010	2020
Rockingham/Hamlet Planning Area:		7,000		15,568	*16,930	*17,821
Richmond County	15,960	16,930	21,014			

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